



CITY OF  
Ames™

Campustown Facade Improvement Program  
Idea Book 2014

## Campustown Facade Improvement Program

### Vision for Campustown

The purpose of the Campustown Facade Improvement Program is to improve the Campustown mixed use district by providing financial incentives to enhance the appearance of existing and proposed new buildings with commercial uses. The goal of the program is to encourage and maintain the diverse culture and 'uniqueness' of Campustown, to create a vibrant and walkable Campustown, and to increase safety, security, and investment by property and business owners and to add to the vitality of Campustown.

This book endeavors to graphically communicate design concepts and guidelines project examples to assist potential applicants participate in the Campustown Facade Improvement Program.

**“Lively, diverse, intense cities contain the seeds of their own regeneration, with energy enough to carry over for problems and needs outside themselves.”**

*-Jane Jacobs, The Death and Life of Great American Cities*



#### Vision Snapshot: Campustown for the Human Scale

Seeking to be diverse, vibrant, pedestrian oriented in concept, the Campustown Facade Improvement Program desires a multitude of elements at the sidewalk and storefront level, specifically designed for pedestrian interaction; elements such as lighting, outdoor seating, shade canopies, landscaping, storefronts, and signage. Furthermore, the material usage should be carefully considered for the intended purpose of interacting with people.



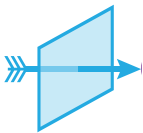
# Campustown Facade Improvement Program

## Design Concepts

The design concepts listed below have been identified by the Campustown Facade Improvement Program as positively contributing to the Vision for Campustown, and shall be used as a criterial framework for program applicant selection. In addition to compliance with City of Ames ordinances, zoning laws, and other applicable building codes, applications for the Campustown Facade Improvement Program must incorporate the following concepts into their design to be considered eligible for the program. Projects that demonstrate a high level of dedication and commitment to the Vision for Campustown through the inclusion of multiple design concepts will be given higher priority in the selection process.



**Transparent Campustown**  
Ground level transparency  
Blend public / private space  
Flexible design



**Social Campustown**  
Public space improvement  
Park-like gathering spaces  
Well lit public areas



**Diverse Campustown**  
Eclectic environment  
Vibrant & interesting  
Integrated public art



**Identifiable Campustown**  
Well articulated signage  
Exterior communication

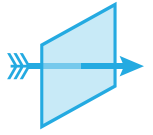


**Historic Campustown**  
Historically oriented when  
necessary or applicable



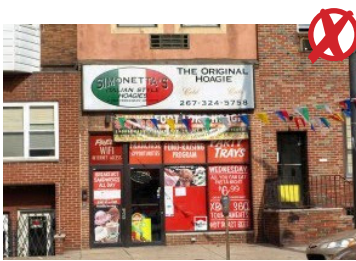
## Design Concepts

### Transparent Campustown



- Transparency at the street level is one of a storefront's greatest assets.
- It invites sidewalk pedestrians to patronize the shop, cafe, bar, etc.
- The transition between the private business and the public space begins to blur, creating a cohesiveness within the commercial district.
- Vision to activity encourages pedestrian friendly environment and lingering.
- Completely open storefronts allows sights, smells, and sounds of interior to spill out onto the street.

### Storefront Transparency Examples



- Too many signs inhibits vision into a store.
- Tinted glass door and lack of ample interior lighting creates opaque black facade from exterior.
- Creates claustrophobia.



- Windows are used to their fullest extent to display merchandise.
- Well lit interior is very inviting and reduces glare/reflection from the exterior.
- Merchandise does block vision into store a little bit.



- Well articulated transom, door, and side-lites.
- Overly reflective tinting completely negates any transparency.



- Operable wall removes all physical barriers between sidewalk and store.
- Fresh air and natural light flood store interior.
- Ultimate gesture of invitation



- Continuous panes of glass allow maximum vision into space (public library)
- Display shelves at front highlight featured books to passers by.
- Interior lighting reduces glare and reflection from exterior.



- Glass is maximized in the storefront opening, including an all glass door.
- Transparency is nullified by large posters



- Windows are enormous to maximize vision
- Entire store is on display including patrons.
- Well lit interior is very inviting and reduces glare/reflection from the exterior.

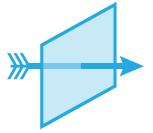


- Operable wall removes physical barriers between sidewalk and bar/grill.
- Thin metal black railing controls foot traffic to enter/ exit through primary door, a necessity for a drinking establishment.



## Design Concepts

### Transparent Campustown (Cont.)



#### Sliding Barn Door

This handsome sliding barn door provides visual transparency to this retail interior, however it is completely opaque when closed which is not desirable.



#### Indoor-Outdoor Spaces

Creating an indoor-outdoor space can be as simple as utilizing an insulated garage door at an existing opening. A high quality glass operable wall system may be more appropriate for a more "refined" aesthetic.



#### All Glass Garage Door

Similar to the glass operable wall system and potentially more cost effective, an all glass garage door can provide both visual transparency when closed and completely open when open.



#### Open & Closed Transparency

A high quality glass operable wall system is barrier free when open during the warmer times of year and provides visual transparency when closed during the colder months.



## Design Concepts



### Social Campustown

- The Campustown Facade Improvement Program seeks to encourage a friendly and social Campustown.
- Outdoor gathering areas create a positive and social atmosphere.
- Improved outdoor lighting greatly contributes to the perception of safety at night (see next page)



**Sidewalk Culture and Walkability**  
Moving merchandise and store offerings to the sidewalk not only increases square footage of usable space, but is also pedestrian friendly and increases walkability. The program encourages business to apply for an encroachment permit to be a catalyst for a sidewalk culture in Campustown.



**Small scale is good too**  
This simple bench planter placed opposite of another bench creates a small social space at the sidewalk and is aesthetically pleasing

**Leftover Spaces**  
The outdoor lighting, building canopy, menu signage, and low cost benches transform this sidewalk into an outdoor gathering space for both daytime and nighttime use. As a side note, movable furniture items would not be considered for the grant at this time.



**Defining Gathering Spaces**  
This cafe creates a public plaza like outdoor seating area for its patrons. Built in landscaping, railings, stairs, and other elements that create an "edge" to define a public outdoor space would be considered for the grant, however the furniture would not.



**Sustainable can be social too**  
Seeking to reduce dependency on vehicular traffic, sustainable features often contribute to the walkability of a place. This unique bike rack encourages bicycle traffic and sociability as it doubles as a coffee / wifi bar.



# Design Concepts



## Social Campustown (cont.)

Improved outdoor lighting greatly contributes to the perception of safety at night, creating a more social and friendly atmosphere in the evening hours.

Indoor lighting can positively effect the streetscape by reducing the glare and reflection on storefront glass, deepening the perceived space of the street and sidewalk and creating a warm inviting glow from the interior,.



### Large Buildings

Large building facades benefit greatly from architectural lighting. If the facade is not lit, the building becomes an ominous shadow during the evening hours. As a sidenote, the handsome uplighting on this building would most likely be in violation of the Ames Night Sky Ordinance. Downlighting the same facade could achieve a similar desired effect, while respecting zoning codes and building ordinances.



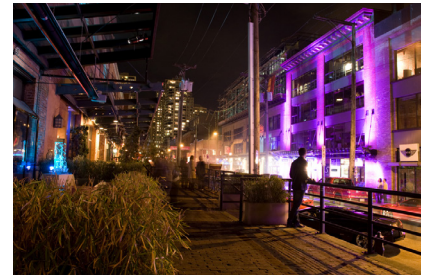
### Concept Crossover

Consider lighting non-illuminated signage with exterior lighting, in lieu of self-illuminated signage. In the example above, the goose-neck lighting at night, creating a more social and walkable atmosphere at night.



### Multiple Light Sources

This storefront utilizes multiple lights sources to achieve multiple effects. For example, the goose-neck lighting above the canopy and at the side of the building illuminate the store's signage and the lights underneath the canopy illuminate the sidewalk directly outside the storefront. Add the warm glow from the interior lighting and the overall effect is a friendly and approachable storefront.



### Conglomerate Effect

A diversity of light sources (street lights, canopy lights, colored building illumination, etc) create a positive and safe environment for this Vancouver neighborhood at night.



### Perception of Safety

Even a small amount of increased light at night can increase the perception of safety. A few twinkle lights make this side alley a much more inviting place to be at night.



### Multiple Parties Benefit

Twinkle lights spread between multiple buildings has a unifying effect for this outdoor shopping mall. The orb shaped lanterns add a whimsical touch to the outdoor space. Additionally, cost sharing between multiple parties for lighting upgrades can help reduce overall cost to individual owners while maximizing benefit to the district.



## Design Concepts



### Diverse Campustown

- The Campustown Facade Improvement Program seeks to encourage and maintain the diverse culture and 'uniqueness' of Campustown, especially in regards to expressing the many world cultures represented in Campustown.
- The eclectic aesthetic creates vibrancy, visual interest, and promotes a diversity of businesses and patrons to the district.
- Facades and storefronts are encouraged to be distinct and unique among their neighbors.
- The inclusion of public art at the exterior contributes positively to the eclectic aesthetic.



#### Public Art

The Campustown Mural on Chamberlain is an excellent example of how relatively low cost public art can greatly enhance the aesthetics of a large blank wall.



#### Bold color goes a long way

A boldly painted facade can communicate brand and creates variations in color within the context of the larger district, contributing to a vibrant and fun feeling at the street level.



#### Funky is cool

This cafe created an eye catching and vibrant facade with brightly painted and recycled shipping pallets. However, it should be noted that the specific articulation of the pallets negatively impacts the transparency of the facade, which is undesirable by the program.



#### Low cost can have great impact

A simple graphic created with green paint and some window decals creates a unique and creative facade, which effectively communicates the brand of the business.



#### Weird is not a bad word

Even a relatively ugly building can be greatly enhanced at the street level by a small and visual interesting facade treatment. This facade utilized a smooth, brightly colored, and crystalline facade treatment within the context of a rather plain and drab brick building to create geometric variations in color and texture at the street level.



#### Consistently Unique

The conglomerate effect of multiple distinct facades at Camden Market creates a vibrant and fun atmosphere for patrons to visit.



## Design Concepts

### Identifiable Campustown



The Campustown Facade Improvement Program seeks to improve the identity and recognition of Campustown properties and businesses through:

- Well articulated and high quality signage
- Buildings that express the unique brand identity of each individual business.
- Creating distinct facades which work cohesively within the greater context of Campustown



**Big doesn't have to be expensive**  
With two tones of exterior paint, this business created a bold expression of their individual brand, easily recognizable from a far distance. Be aware of the Ames sign ordinance, especially in regards to sign size.



**Concept Crossover**  
Consider lighting non-illuminated signage with exterior lighting, in lieu of self-illuminated signage. In the example above, the goose-neck lighting doubles as sidewalk lighting at night, creating a more social and walkable atmosphere at night.



**Pedestrian Oriented**  
Orienting signage towards pedestrians encourages walkability.



**Blade Signs**  
Blade signs are a simple and easily customizable option for businesses to communicate their unique brand to pedestrians



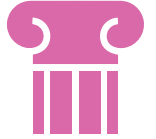
**Less is More sometimes**  
With three unique expressions of brand (boldly colored canopy with product listing, painted bicycle graphic, and acrylic logo dot) this bicycle shop efficiently communicates their product and brand to passers by.



**More than signs**  
This sustainably minded apartment complex utilized this living green wall to create visual interest, communicate their unique brand, and contribute to improved outdoor air quality.



## Design Concepts



### Historic Campustown



Some buildings within the Campustown District may be contributing to the historic character of the district, in which case, restoring or preserving the historic character of the building should be considered. Examples of historically driven projects may include:

- Restoration of original or deteriorating brick details
- Restoration of original or deteriorating windows and exterior doors
- Removal of non-original elements such as canopies, siding, and signage
- Repainting building elements to original color or colors contemporary with era built.

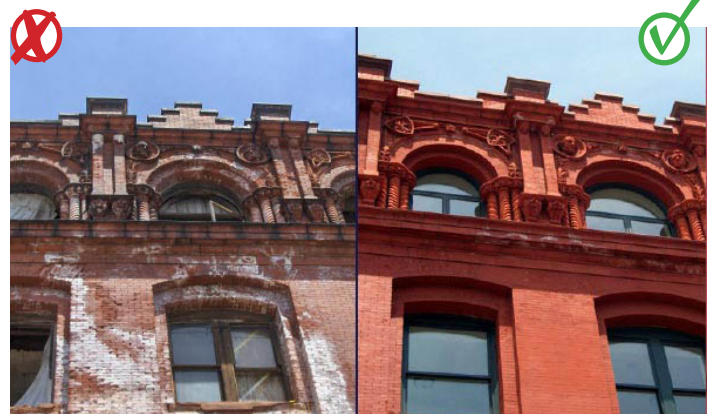


#### Historic Facade Renovation

This facade was greatly enhanced with parapet and stone detailing restoration, new fabric paintings, and painting of the window and door frames.



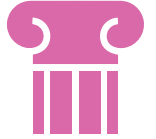
A simple process of paint restoration and repair of dry-rot and broken glass can greatly enhance the visual aesthetics of an aging building.



Full scale masonry restoration of an aging historic building can be very costly, but can greatly enhance the historic character of the building.



## Design Concepts



### Historic Campustown (cont.)

#### Existing Examples

The before and after photos on this page illustrate just some of the buildings within Campustown that may be good candidates for a historic renovation of their respective facade.

It is worth noting that in their original state, these buildings accomplished and contributed positively to the concepts identified by the Campustown Facade Improvement Program; Transparent, Social, Walkable, Eclectic, Identifiable, and Historic.



#### 2540 Lincoln Way

Much like 105 Welch Ave, this stretch of facades has been covered with stucco, some of which may contain historic brick and stone architectural details beneath.



#### 2602 Lincoln Way Ames

The expansion of College Savings Bank, now US Bank, covered up a prominent and historic Campustown facade. Also note the boarded up side windows, a clue as to the height of the original bank ceiling.

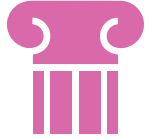


#### Lincoln Way - Welch to Hayward Block

The buildings between Welch and Hayward on Lincoln Way have great potential for the program as the historic brick facades have, over the years, been covered with modern materials such as stucco, wood and metal siding, and plastic canopies.



## Design Concepts



### Historic Campustown (cont.)



#### Cranford Apartments

This building once had multiple small roof coverings over the various storefront entrances and the original brick and stone work at the ground level has been covered up. Also note the exterior sliding “barn door” shutters at the east and west sides of the building which have since been removed.



#### Hayward Block

A handful of the smaller buildings on Hayward have maintained their facades relatively well over the years and have remained close to original condition. For example, the ornate brick and stone work on the India Palace building has not been changed since the building’s construction, but the storefront windows, signage, and lighting have been either removed or replaced with modern construction. With relative ease, the storefront windows, lighting, and signage could be restored to reflect the building’s original facade.





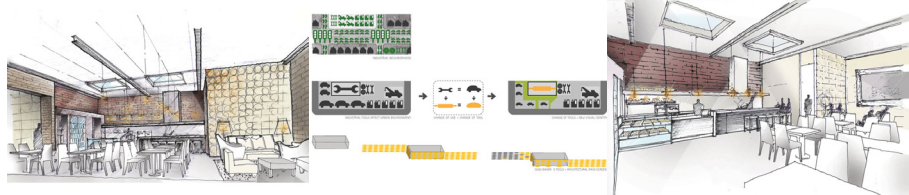
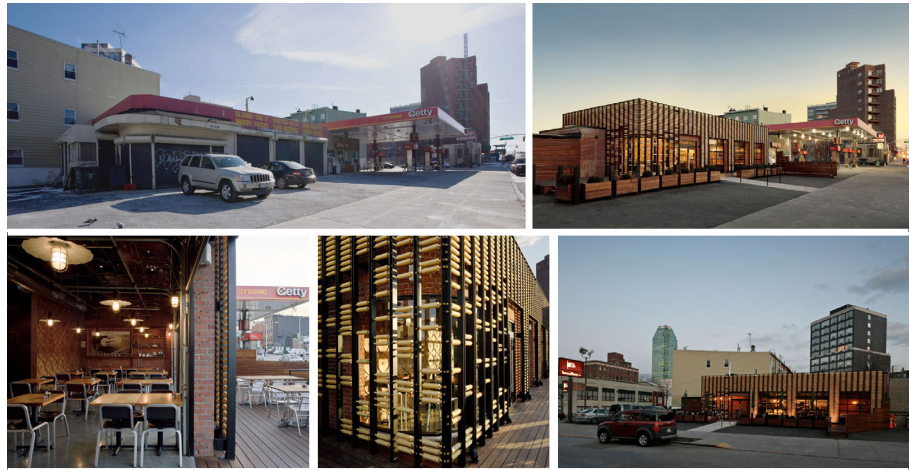
## Project Examples

Contained in the following pages of this book, are examples of projects from around the nation that exemplify the intent of the Campustown Facade Improvement Program. Project photography and graphics are displayed near the top of the page followed by general project information and write-up. At the bottom of the page, summary points list how the project exemplifies the design concepts set forth by the Campustown Facade Improvement Program at the beginning of this book; Transparent, Social, Diverse, Identifiable, and Historic.

Being a tool for design inspiration and idea generation, and should not be interpreted as a restrictive step-by-step guide for selection. Applicant projects must be appropriate for context, applicable building codes and ordinances, as well as environmental considerations. Furthermore, the scope and budget of the projects contained here-in represent a wide range of project cost and scale and should not be construed as an expectation of project scale or budget. Interested applicants should consult with a design or construction professional to determine the feasibility and cost of ideas specific to their individual context and location.

Project is exemplary for its adaptive reuse of an existing building, creative use of materials to communicate brand and function, and creation of pedestrian scale features where none existed before.

**Breadbox Cafe  
Adaptive Reuse  
Long Island City, New York**



### Project Information

**Project Name:** Breadbox Cafe

**Location:** Long Island City, NY

**Project Size:** 1,840 SF

**Project Features:** Bakery, Cafe, Outdoor Deck with Seating

**Owner:** Shuster Management

**Architecture and Interior Design:** ODA - Architecture, P.C.

### Evoking the concept of bakery

as an architectural expression, this adaptive reuse project in Queens, New York takes a sustainable approach developing a design plan to convert the existing structure into a warm and inviting gathering place while incorporating the artistic vibrancy of its local community.

Exposing the existing walls and doors, ODA transformed the decaying masonry façade of the 1950's Esso garage into a significant rain screen by introducing steel channels with wooden dough rollers into the skin of the building. In keeping with sustainable principles, the heat island effect caused by the existing asphalt parking area was addressed using concrete block and grass throughout the paving area, and by creating a park-like outdoor deck area which people now use to relax with a coffee, sit and read or just people watch. The community embraces the bold and expressive statement of this eatery and the thoughtful and inventive design has cultivated a cheerful and wholesome working environment for its employees.

"ODA-Architecture Breadbox Cafe." ODA-Architecture Breadbox Cafe. N.p., n.d. Web. 12 Aug. 2014.

### Campustown Facade Improvement Program

#### Positive Project Features

- Pedestrian oriented deck, seating, and landscaping
- Creative adaptive reuse of existing service station
- Unique and contemporary use of material to communicate brand and function



- Lighting upgrades for promotion of nightlife and increased security
- Sustainable features: exterior sunshade, pervious pavers, sustainable materials



### Page Layout Key


































### Project Photography & Graphics

### General Project Information and Write-Up

### Projects' Relevance to Campustown Facade Improvement Program

### Design Concept Strengths

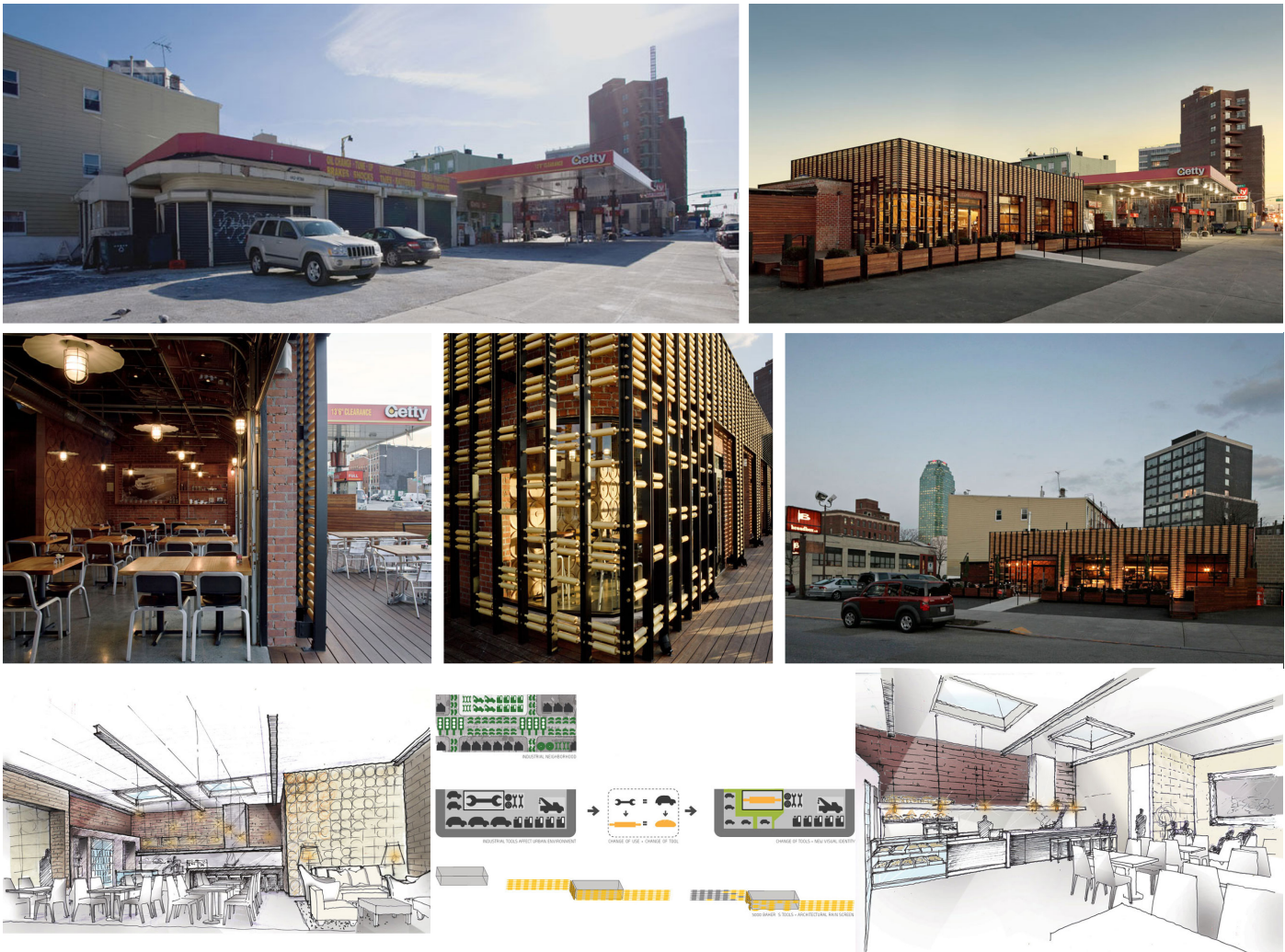
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Project is exemplary for its adaptive reuse of an existing building, creative use of materials to communicate brand and function, and creation of pedestrian scale features where none existed before.

**Breadbox Cafe**  
**Adaptive Reuse**  
**Long Island City, New York**



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"ODA-Architecture Breadbox Cafe." ODA-Architecture Breadbox Cafe. N.p., n.d. Web. 12 Aug. 2014.

**Campustown Facade Improvement Program**

**Positive Project Features**



- Creative reuse of service station doors to create transparency
- Lighting upgrades promote nightlife and increase security
- Pedestrian oriented deck, seating, and landscaping promotes walkability
- Creative use of material to communicate brand and function without a traditional sign
- Sustainable features: exterior sunshade, pervious pavers, sustainable materials



Project is exemplary for its creative reuse of recycled materials, the incorporation of a public art mural, and its student led design and construction.

Andrus Sales & Service  
 Facade Renovations  
 Salt Lake City, Utah



### Project Information

**Project Name:** Andrus Sales & Service

**Location:** Salt Lake City, Utah

**Project Features:** Adaptive Reuse, recycled materials, public art, student

**Architecture and Interior Design:** Robert Tranter and Jeff Baird, University of Utah School of Architecture

**Two architecture graduate students** at the University of Utah have turned a class design assignment into a real work project in the nascent Granary District of Salt Lake City. Robert Tranter and Jeff Baird took the assignment by Professor Mimi Locher in the School of Architecture at the University of Utah: find a business in the 900 S. 900 W. district of Salt Lake City, and offer to design and build a new façade with help from the school and the city in hopes of revitalizing the area.

They found a willing participant, Steve Andrus, of Andrus Sales and Service. Andrus Sales and Service specializes in buying and selling new and used commercial restaurant appliances. With a yard filled with discarded stainless steel appliances it was decided that the large panels could be stripped from these recycled appliances to become the cladding over the existing brick veneer.

The panels tell a story in a creative way. Many restaurant owners in the valley who do business with Steve Andrus will recognize where many of the panels on the facade came from and this will hopefully create a visual connection to future buyers.

The neighborhood had long embraced the talents of graffiti artists and their abilities to tell stories through murals, with many spots throughout the neighborhood where this talent is encouraged and enjoyed. Robert and Jeff felt it important to incorporate the graffiti not only as a visual style, but also as part of the history and story of the neighborhood.

“Real World, Real Time.” University of Utah Blog Redthreadutahedu RSS. N.p., n.d. Web. 07 Oct. 2014.

### Campustown Facade Improvement Program

#### Positive Project Features

- Unique and contemporary cladding creates visual interest to an otherwise uninteresting facade.
- Incorporation of a public art mural.
- Unique signage upgrade from typical illuminated sign.
- Student led design and construction contributed to a cost effective and creative design / construction.
- Sustainable features include creative reuse of recycled materials





Project is exemplary for its adaptive reuse of an existing building, creative use of glass and light to create transparency, and improvement of a blighted building.

## Market Directions Adaptive Reuse Kansas City, MO



### Project Information

**Project Name:** Market Directions

**Location:** Kansas City Crossroads Art District

**Project Features:** Adaptive Reuse, glass storefront, accessible entry

**Architecture and Interior Design:** KEM STUDIO

**Market Directions** is a fact-based brand performance company that brings the voice of the customer to their clients. It was important for us to respect the geometry of the existing taxi cab dispatch structure in Kansas City's Crossroads Art District, but to also have every aspect of the renovation reflect the business's own brand. In the same way that they are a filter for their customer, market and client influences and insights – the design is a physical and perceptual filter. - See more at: <http://www.kemstudio.com/project/market-directions/#sthash.cDIqFm0w.dpuf>

"Market Directions - KEM STUDIO." Market Directions - KEM STUDIO. N.p., n.d. Web. 07 Oct. 2014.

### Campustown Facade Improvement Program

#### Positive Project Features

- Creative adaptive reuse of existing service taxi cab dispatch station.
- Unique and contemporary use of glass and lighting to create visual interest to an otherwise uninteresting facade.
- Lighting upgrades contribute to a safer sidewalk environment at night.
- Accessible sidewalk incorporated as part of project.
- Renovation and improvement of a blighted building.





Project is exemplary for its small scale, yet big impact design. Contributes positively to the pedestrian friendly streetscape.

A.B. Biagi Gelato & Coffee  
Storefront Renovation and Interior Design  
New York, New York



**Project Information**

**Project Name:** A.B. Biagi Gelato & Coffee

**Location:** New York, New York

**Project Features:** Small scale / Big Impact, Eclectic Design, Transparency

**Architecture and Interior Design:** Jaklitsch / Gardener Architects

**A.B. Biagi** brings the craft of traditional Italian gelato making with a taste of Brazil to the heart of New York City.

Antonio Barros Biagi, owner of the eponymous shop, first fell in love with gelato while growing up with his Italian family in the Brazilian countryside. Italian immigrants adapted their gelato recipes to Brazil’s tropical weather, using local fruits and naturally lower fat milk to create lighter frozen desserts that could stand up to the heat.

Designed to evoke the warmth and comfort of a home kitchen, the space is a homage to Biagi’s life in Sao Paulo. A yellow façade, reminiscent of Brazil’s national colors, and crisp white tile walls greet guests as they walk into the cozy shop, where to their left stands an old Brazilian tea cart displaying trinkets and photos of Biagi’s family back home.

“Story - A.B. Biagi.” AB Biagi. N.p., n.d. Web. 07 Oct. 2014.

“Gelato & Coffee Shop.” Jaklitsch / Gardner Architects. N.p., n.d. Web. 07 Oct. 2014.

**Campustown Facade Improvement Program**

**Positive Project Features**

- Cost effective design and construction utilizing existing historic materials in a contemporary and fun way.
- Transparent facade, coupled with the bright interior design puts the entire store on display from the street.



- Vibrant facade tells story of owners eclectic background and brand of cafe offerings.
- Minimalist outdoor seating contributes to a pedestrian friendly streetscape



Project is exemplary for its unique use of construction materials and its blending of interior and exterior spaces.

## Conduit Restaurant Storefront and Interior Design San Francisco, California



### Project Information

**Project Name:** Conduit Restaurant

**Location:** San Francisco, California

**Project Features:** Exterior Canopy, Storefront, & Interior Design

**Architecture and Interior Design:** Stanley Saitowitz | Natoma Architects

**Conduit Restaurant** emerged from the found circumstances. The ground floor commercial space in a new residential building had a low ceiling and a tangled maze of plumbing, sprinkler, and electrical conduits serving the residences above. To cover these pipes would have further reduced the space. Instead, even more conduits were layered over the existing to counteract and remediate the situation. The design inspired the name.

At the entry is a long fireplace that warms the entry. Behind, table seating fills the room. A series of conduit screens in galvanized or copper color divide the tables. Layers of conduit line the ceiling becoming a woven fabric of pipes. On the right is an open bar made of stacked bars of conduit. Glass shelves support the bottles. The other end is banquet seating on a bench, hovering in light, divided into a series of conduit alcoves.

The atmosphere is sleek and hip, as well as rich and warm. The woven layers of copper and galvanized pipe transform the room into a rich and dimensional fabric to inhabit.

“Stanley Saitowitz | Natoma Architects, Inc.” Stanley Saitowitz | Natoma Architects, Inc. N.p., n.d. Web. 07 Oct. 2014.

### Campustown Facade Improvement Program

#### Positive Project Features

- Large glass doors at the entry create transparency and interaction with the streetscape.
- Unique use of construction materials solved an aesthetic nuisance in a unique and contemporary way.



- The use of similar building materials (copper piping) on the interior design and the exterior canopy contribute to a strong and cohesive aesthetic and brand.





Project is exemplary for its blending of public and private space, creation of green space (both interior and exterior), sustainable efforts, and eclectic aesthetic.

Colectivo Coffee, Prospect Ave.  
Cafe Expansion / Remodel  
Milwaukee, Wisconsin



### Project Information

**Project Name:** Colectivo Coffee

**Location:** Milwaukee, WI

**Project Features:** Cafe expansion/ remodel to provide additional indoor/outdoor seating.

**Architecture and Interior Design:** The Kubala Washatko Architects, Inc.

*Formerly Alterra Coffee Roasters.* Construction of Colectivo's new headquarters on Humboldt Ave. allowed the company to relocate their coffee roasting facilities to the new building, freeing up space in the original Prospect Avenue location.

As part of the extensive remodeling and expansion, the south end of the building – which had served as the roasting warehouse loading dock – was reconfigured to create a new indoor/outdoor seating area. Called the “Green Room”, this space features a large glass and aluminum door that can be opened – weather permitting – to the sidewalk, creating an inviting space that more fully engages the street and pedestrian traffic. New ventilated skylights provide abundant natural daylight. Sidewalk space outside the new “Green Room” was reconfigured to include a 20-stall bike corral, the first in Milwaukee.

“Colectivo Coffee, Prospect Ave.” The Kubala Washatko Architects Inc. N.p., n.d. Web. 07 Oct. 2014.

### Campustown Facade Improvement Program

#### Positive Project Features



- Creative reuse of existing loading dock doors to create transparency with all glass garage doors.
- Indoor/outdoor seating and planters expand the usable restaurant space as well as contributes to an inviting and social streetscape.
- Bike friendly parking is pedestrian/bike friendly.
- Vibrant colors at the canopies, signage, and outdoor seating contribute to an eclectic aesthetic, a hallmark of the company brand.



Project is exemplary for its large outdoor cafe seating areas, improvement of public space, pedestrian friendly design, and its extensive sustainable design features.

## Colectivo Coffee, Bayview Sustainably Designed Coffee House Milwaukee, Wisconsin



### Project Information

**Project Name:** Colectivo Coffee

**Location:** Milwaukee, WI

**Project Features:** Sustainably-designed coffee house, kitchen, bakery, cafe, and outdoor seating.

**Architecture and Interior Design:** The Kubala Washatko Architects, Inc.

*Formerly Alterra Coffee Roasters.* Colectivo Bayview is the newest outlet for Colectivo Coffee in Milwaukee, expanding their reach to the city's south side. The site is a prominent gateway for the Bayview neighborhood, located on a busy 5-way intersection crossed with bus routes, bike routes, and pedestrian traffic.

The building takes advantage of its strategic location by reinforcing the connections created by these overlapping paths. It has multiple faces, each oriented to a different axis or view corridor. Outdoor spaces are given the same attention as indoor spaces, creating a series of niches and gathering places that can adapt to suit a variety of moods, seasons, and group configurations. Large areas of the building can be opened up completely in warmer months, further blurring the boundary between outside and in.

In addition to retail operations, the new Colectivo also houses the company's baking and food production headquarters. Formerly closeted away in windowless kitchens, Colectivo's bakers now work in an expansive daylight-filled space, accessible to the coffee shop through large unglassed windows that allow patrons to look in on the theater of their work.

The building was designed and constructed with an eye toward recycling, reuse, and environmental awareness. Landscaping incorporates multiple cisterns for rainwater collection, including a long, multi-leveled trough that doubles as a duck-run (complete with rubber ducks) in summer. Building materials from the site's former occupant, a staid red-brick bank building, were recycled extensively and incorporated into the new building when possible

"Colectivo Coffee, Bayview." The Kubala Washatko Architects Inc. N.p., n.d. Web. 07 Oct. 2014.

### Campustown Facade Improvement Program

#### Positive Project Features

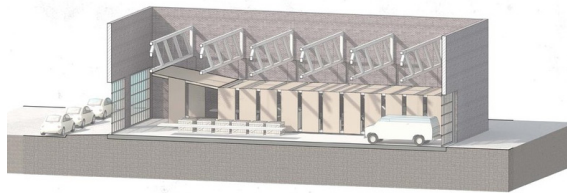


- Many large openings contribute to transparency of building
- Indoor/outdoor seating expands the usable restaurant space as well as contributes to a social streetscape and business.
- Landscaping is pedestrian/bike friendly at busy intersection.
- Sustainable design is evident in the rain barrels, recycled existing building materials, and use of renewable wood material sources communicate brand of business.



Project is exemplary for its large indoor / outdoor seating areas, modernization of an existing building, and unique craftsmanship in design.

Charles Smith Wines Tasting Room  
Wine Tasting Room and Headquarters  
Walla Walla, Washington



**Project Information**

**Project Name:** Charles Smith Wines Tasting Room and World Headquarters

**Location:** Walla Walla, Washington

**Project Features:** Large operable walls, indoor outdoor seating, adaptive reuse.

**Architecture and Interior Design:** Olsen Kundig Architects

**Charles Smith Wines** is located in downtown Walla Walla in the former Johnson Auto Electric building, constructed in 1917. Winemaker Charles Smith approached our firm to design a new tasting room and office space that would match his rock and roll style. The design team was inspired by Charles's in-your-face attitude to create a raw space that highlights the original aesthetics of the building while inserting highly flexible pieces, including a large unit dubbed the Armadillo. The resulting space can transform from an office, tasting room and retail store into a dining and entertainment venue.

The shell of the building—with original brick walls, wood trusses and a concrete floor—received minor structural updates but was otherwise left raw. The team highlighted the automotive history of the building by replacing garage doors with two custom, hand-cranked pivot doors that completely open the space to the street and form an awning for outdoor seating.

The armadillo contains a conference room and workspaces for 14 people. L-shaped steel panels slide along the side and top of the structure, alternately opening it up to views of the tasting room and natural light from above or shutting it down for security and privacy. The design team collaborated with fabricators from Spearhead to design the structure as well as the custom furniture within it. Pieces were fabricated offsite and quickly assembled within the building, cutting down on construction time.

“Charles Smith Wines Tasting Room & World Headquarters.” - Projects. Olsen Kundig Architects, n.d. Web. 07 Oct. 2014.

**Campustown Facade Improvement Program**

**Positive Project Features**



- Custom fabrication of movable walls adds a unique level of craftsmanship and quality to the transparent components of this design. The wall is transparent when closed as well.
- Indoor/outdoor seating contributes to a social streetscape.
- Custom signage and contemporary design provides visual interest and a contemporary flare to an otherwise unassuming and plain historic building.



Project is exemplary for its large indoor / outdoor seating areas, modernization of an existing building, and unique craftsmanship in design.

242 State Street  
Adaptive Reuse  
Los Altos, California



### Project Information

**Project Name:** 242 State Street

**Location:** Los Altos, California

**Project Features:** Large operable walls, adaptive reuse, interior/outdoor space

**Architecture and Interior Design:**  
Olsen Kundig Architects

Located in downtown Los Altos, the highlight of this adaptive re-use project is the introduction of a new façade that enables the circa 1950's building to morph from an enclosed structure into an environment that invites the community into the space.

The transformation was achieved by essentially replacing the entire front façade with a double-height, single hung floor-to-ceiling window wall that can be raised or lowered depending upon the needs of the user. The wall is operated by engaging a pedal—to unlock the safety mechanism— then turning a hand wheel which activates a series of gears and pulleys that opens the sixteen-foot by ten-foot, two thousand pound window wall. When closed, visitors to the shop enter through a ten-foot-tall pivot door.

In addition to the front façade, other changes to the building included raising the roof by half of one story to create a better proportioned interior volume, and installing skylights to bring in more natural light.

The building is currently serving as one of the temporary off-site locations for SF MOMA's Project Los Altos. Beyond the introduction of the window wall, the interior was relatively untouched, leaving the space as flexible as possible for its future tenant.

"242 State Street." - Projects. Olsen Kundig Architects, n.d. Web. 07 Oct. 2014.

### Campustown Facade Improvement Program

#### Positive Project Features

- Custom fabrication of movable walls and operating componentry adds a unique level of craftsmanship and quality to the transparent components to this design.
- The interior is completely open to the sidewalk, encouraging pedestrian traffic into the building
- The prominent display of art in the interior of the space contributes the vibrancy of the streetscape



Project is exemplary for its simple use of materials, lighting, and permanent seating to create a public plaza, as well as its incorporation of public art.

## Temple Canopy Exterior Improvement Des Moines, Iowa



### Project Information

**Project Name:** Temple Canopy

**Location:** Des Moines, Iowa

**Project Features:** Large glass shade canopy, permanent outdoor seating, lighting upgrades

**Architecture:**  
Substance Architecture

In the heart of downtown Des Moines, a small plaza area between the new downtown branch of the Des Moines Public library and the historic Temple for the Performing Arts is the site of a public chess garden and performance area designed by internationally renowned artist Siah Armajani. Creation of this plaza art installation required the removal and redesign of the small seating area adjacent to the Starbucks coffeehouse in the Temple.

To avoid distracting from the art installation, the conceptual goal for the new canopy was to make it light and minimal, yet durable and maintenance-free. Laminated glass panels, with a white ceramic coating for shading make up the plane of the canopy. The material makes a reference to the library's two-story glass wall bordering the plaza, and the module of the library glass was utilized to weave the order of the minimal library onto the rather monolithic masonry wall of the Temple for the Performing Arts. Stainless steel rods with a 1/4 inch diameter both suspend the glass from above and anchor the glass from below to counter wind uplift.

Unexpectedly light yet unassuming, the new Temple for Performing Arts Starbucks canopy compliments adjacent architecture, provides needed shelter, and exists on its own as an artful object floating above the plaza.

"Substance Architecture." Temple Canopy. N.p., n.d. Web. 05 Nov. 2014.

### Campustown Facade Improvement Program

#### Positive Project Features



- Elegant canopy provides shade during the day and glows with light at night to create a social plaza.
- Permanent seating areas encourage pedestrians to engage in social activities.
- The prominent display of integrated public art contributes to the cultural vitality of the area.

